

# West Yellowstone, Montana

- Creating a  
social-media-centric  
community

# Determining a Social Media Strategy

The screenshot displays the West Yellowstone, Montana website. At the top, a navigation bar includes links for RELATED SITES, WEB CAM, WEATHER, LIFE IN WEST, SPECIALS & PACKAGES, and WINTER TRAIL CONDITIONS. Below this is a large banner image of a mountain landscape with a compass rose graphic and the text 'WEST YELLOWSTONE MONTANA'. To the right of the banner is a vertical menu with links: Trip Planning, Event Calendar, Just for Today, Shopping & Services, Search by Topic, Media Room, Contact Us, and ROAD INFORMATION (highlighted in red). Below the banner is a horizontal navigation bar with links: EAT >, SLEEP >, PLAY >, and SHOP >. The main content area is divided into several sections. On the left, a section titled 'West Yellowstone, Lodging, Business, And More!' provides information about the town's location and its proximity to Yellowstone National Park. In the center, a section titled 'SO MUCH FOR KIDS TO DO' features a photo of a family and a 'More Info >' link. On the right, there are three distinct content blocks: a Facebook link with the text 'FIND US ON FACEBOOK Follow our latest updates and events.', a 'VACATION PLANNER' section with a 'Download PDF now >' link, and a 'STAY IN THE KNOW' section with a 'Sign up for our quarterly newsletter' link. Below these is a video player titled 'Yellowstone National Park, West Yellowstone to Old Faithful, Part 1' with a play button and a progress bar. The video player is embedded from YouTube, as indicated by the URL in the caption below it.

RELATED SITES | WEB CAM | WEATHER | LIFE IN WEST | SPECIALS & PACKAGES | WINTER TRAIL CONDITIONS

WEST YELLOWSTONE MONTANA

Trip Planning  
Event Calendar  
Just for Today  
Shopping & Services  
Search by Topic  
Media Room  
Contact Us  
ROAD INFORMATION

EAT > | SLEEP > | PLAY > | SHOP >

**West Yellowstone, Lodging, Business, And More!**

West Yellowstone is a small Montana town located in a high mountain valley, surrounded by National Forests and Yellowstone National Park. West Yellowstone is also the best gateway to Yellowstone Park and its features. Yellowstone's west entrance is located right in West Yellowstone and is the closest and easiest route to Old Faithful and Yellowstone's geyser areas.

**SO MUCH FOR KIDS TO DO**

More Info >

**FIND US ON FACEBOOK**  
Follow our latest updates and events.

**VACATION PLANNER**  
Download PDF now >

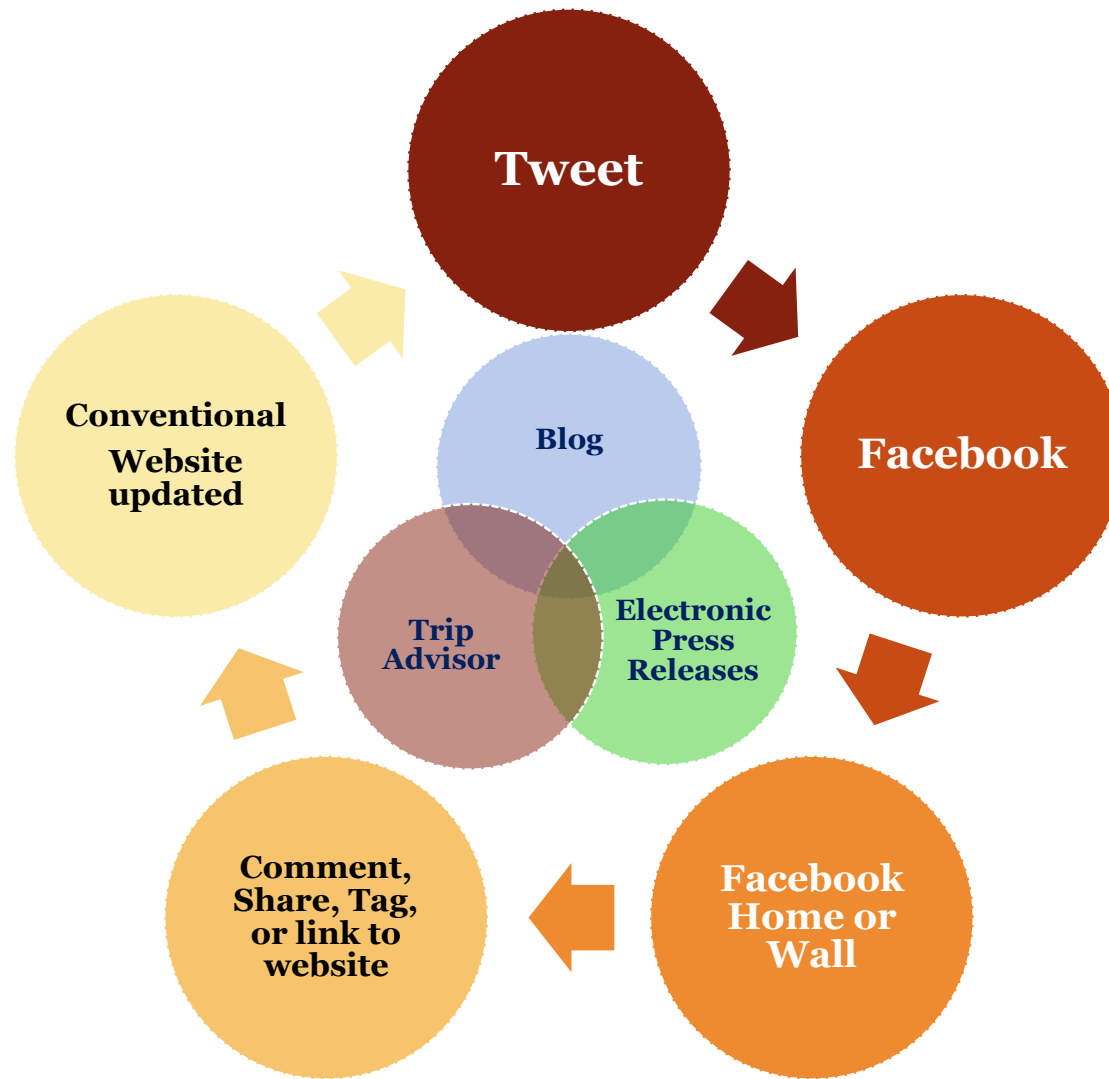
**STAY IN THE KNOW**  
Sign up for our quarterly newsletter

**Yellowstone National Park, West Yellowstone to Old Faithful, Part 1**

Yellowstone National Park, West Yellowstone to Old Faithful, Part 1 from Montana Office of Tourism on Vimeo.

Changing web strategies: informing versus engaging?  
Advertising versus Customer Interaction?  
What role does your website play?

# Creating Social Media Synergy



# Break the “rules”

**Traction**

- “friends”

**Attraction**

- photos

**Attention**

- stories

**Retention**






- events



facebook 8 275 98 Search


**West Yellowstone Chamber** Happy Easter from West Yellowstone, Montana. Snow shower AM, everything is soft, white, fluffy but colder than an Easter bunny! via Twitter - 23 hours ago clear


Wall Info Photos Notes +


What's on your mind?


Attach:      **Share**


 **CannaMedicine Montana** LOVE all the pictures in your photo album! Yesterday at 8:44pm · Comment · Like · See Wall-to-Wall  Options Remove

 **West Yellowstone Chamber** Happy Easter from West Yellowstone, Montana. Snow shower moved thru this AM, everything is soft, white, fluffy but colder than an Easter bunny! Yesterday at 9:28am via Twitter · Comment · Like Remove

 April Wood, Lisa Pearce, Marianne Britt Duvendack and 7 others like this.

 **Sandra Walker** Happy Easter to all of you...my son and his wife and my grandson live in Jackson... Yesterday at 9:36am · Delete

 **Debbie Long Stewart** Aaaawww! The good old days of my youth. I remember those cold Easter mornings well. Yesterday at 10:10am · Delete

 **Pauline Long** Do you remember when Jay, Dad and Bobby head all of the eggs the night before, and it snowed 2 feet??? oh what fun they had trying to remember where they hid the eggs, Bobby started his car and one popped out of the tail pipe. OHHH SOOO Many good memories.. Yesterday at 10:23am · Delete

**Information**

Birthday:  
June 11, 1908

Current City:  
West Yellowstone, MT

Website:  
<http://www.destinationyellowstone.cc>

**Friends**

4,080 friends See All

# Keywords & Key audiences

The image shows a screenshot of the Facebook interface. On the left, there is a sidebar with a section titled "Find People You Email" which includes a form for "Your Email:" and "Email Password:" with a "Find Friends" button. Below this is a "Suggestions" section with a link to "Hibernation Station". The main content area shows a search for "snowmobiling". The search results are filtered to "People". The first result is "Sherie Lacrosse-Zack" with a profile picture and links to "Add as Friend" and "Send a Message". The second result is "Bearpoint Snocruisers" with a profile picture and links to "Add as Friend" and "Send a Message". The third result is "Derek Boos" with a profile picture and links to "Add as Friend" and "Send a Message". A red dashed circle highlights the "Groups" link in the left sidebar.

**Find People You Email** Upload Contact File  
Searching your email account is the fastest way to find your friends on Facebook.

Your Email:   
Email Password:   
**Find Friends**  
Facebook will not store

**Suggestions**  
Add people you know as friends and become a fan

**Hibernation Station** Add as Friend

**facebook** 275 98 snowmobiling

snowmobiling Search

All Results People

People Pages Groups Applications Events Web Results Posts by Friends Posts by Everyone

Name: Sherie Lacrosse-Zack Add as Friend Send a Message

Name: Bearpoint Snocruisers Add as Friend Send a Message

Name: Derek Boos Add as Friend Send a Message

If you build it, they WILL come.  
If they don't come, go INVITE them.



# Maintain control

facebook 275 98 Search

My Account

Settings Networks Notifications Mobile Language Payments Facebook Ads

**Notifications**

Facebook notifies you whenever actions are taken on Facebook that involve you.

Each Facebook application has its own notification settings. Click the checkbox to change the settings for that application.

Send email notifications to **marketing@westyellowstonechamber.com** when someone...

Send notifications to my phone via SMS.

	Email	SMS
<b>Facebook</b>		
Sends me a message	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Adds me as a friend	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Confirms a friendship request	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Posts on my Wall	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Pokes me	<input type="checkbox"/>	<input type="checkbox"/>
Has a birthday coming up (weekly email)	<input type="checkbox"/>	<input type="checkbox"/>
Asks me to confirm friend detail	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Requests to list me as family	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Confirms a family request	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Suggests a friend to me	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Adds a friend I suggested	<input checked="" type="checkbox"/>	<input type="checkbox"/>
I invited joins Facebook	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Tags me in a post	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**View Settings for:**

- Facebook
- Photos
- Groups
- Pages
- Events
- Notes
- Links
- Video
- Gifts
- Help Center
- Wall Comments

**Friends**

4,087 friends See All

**Edit Box**

Show 6 friends

☒ Show Friend List to everyone  
Note: Your Friend List is always visible to you and your friends

Always show these friends:

Rendezvous SkiTrails x

Stephen Kelly, Gayle this.

Jeremy Stova month of season Sat at 3:58pm

Friends shown: Rendezvous Lynn Scott, Shelly Elaine Theimer, Lucille Legakis Chimera, Daniel Beck, Robert Whitman

**West Yellowstone Chamber** Baby bison season is coming up soon! Remove

The west entrance to Yellowstone Park opens for car travel on April 16th. Be the first to see the new Yellowstone babies this spring!

Set-up controls, monitor content, clean your profile page.

# Engage, listen, engage.



**West Yellowstone Chamber** What's your best thing about Yellowstone? Ours is the way Yellowstone always surprises and delights you. You never know what is around the next corner, a wily fox hunting across a mountain meadow or an elk calf at the edge of the pines just taking its' first steps. Every time you go, it is a different and unique experience!


[Remove](#)



## **Every picture tells a story: Five best things: Things in Yellowstone**

[rogerplothow.blogspot.com](http://rogerplothow.blogspot.com)

To most people, Yellowstone is either a spot on the map, a National Geographic special, or a place they see during a two-day whirlwind tour. Too bad. We live less than two hours from the west entrance and I've been there dozens of times. Here are my five favorite things in Yellowstone.

 March 30 at 6:18am · [Comment](#) · [Like](#) · [Share](#)

 Stephen Kelly, Pat Worthey, Phyllis Roach and 3 others like this.

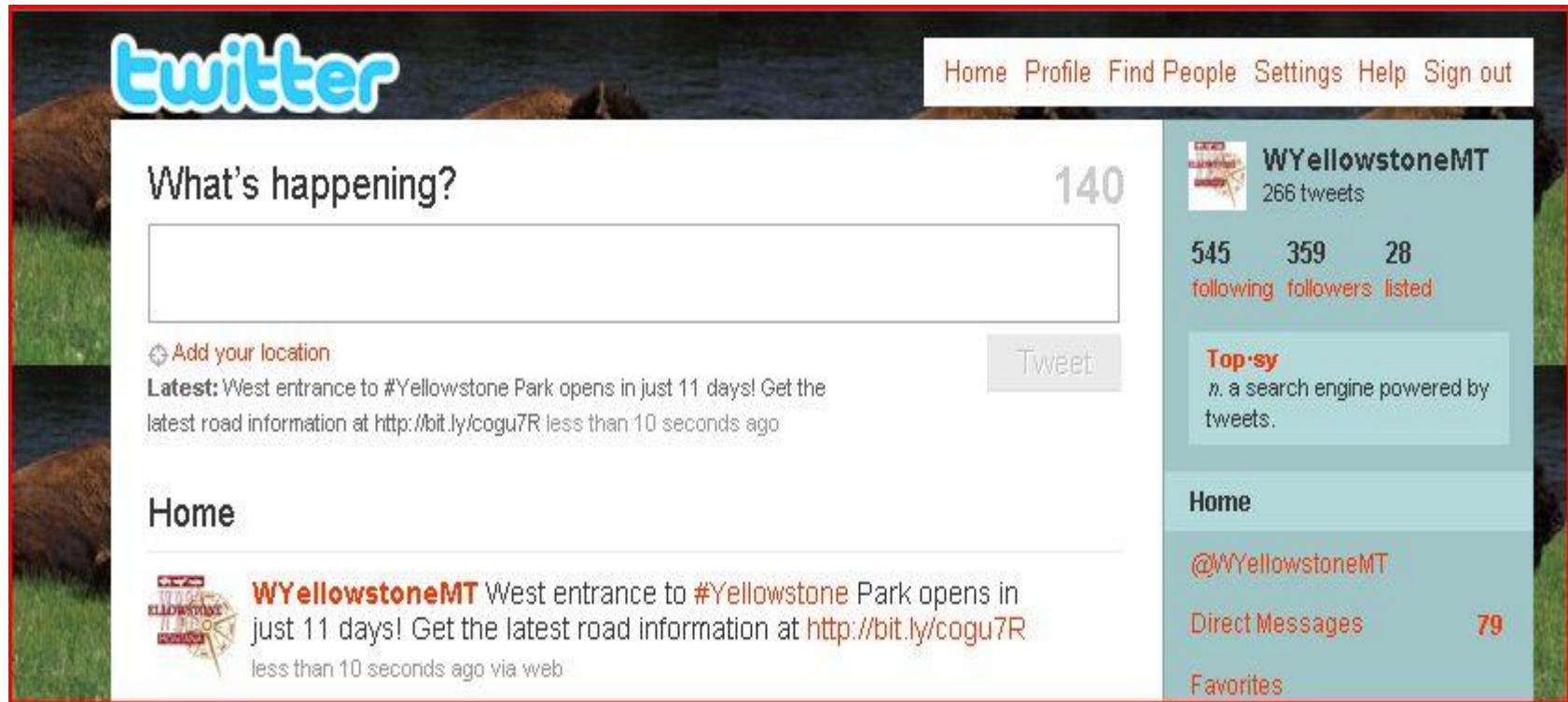
 [View all 6 comments](#)



**Elstad Ranch** Best thing about Yellowstone? Too many things to list- but my personal favs are sunrise in the Hayden Valley, seeing all the wildlife, fishing in the Lamar Valley. Is it weird to say the smell...I love the way yellowstone smells in the morning, hearing nothing but the birds singing... Like I said, too many to list :)

March 30 at 9:48am · [Delete](#)

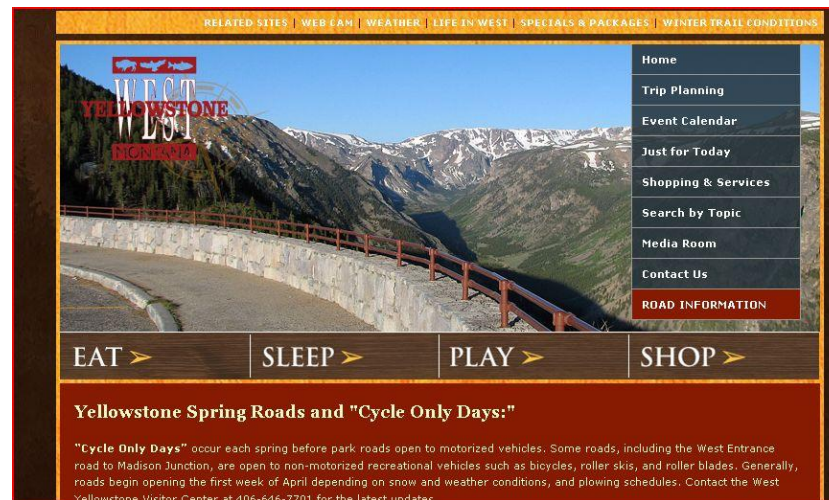
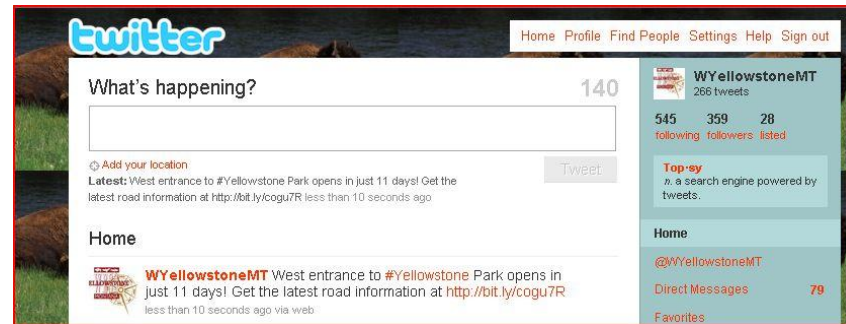
# Tweet the “sweet spot”



Tweets. Specific event Facebook pages. Website links.  
Use bit.ly & existing links -- Leverage 'Retweet'



# Integrate to save time



Use bit.ly & existing links -- Leverage 'Retweet'

# Capturing the ROI



**West Yellowstone Chamber** Great photos from Jason Savage Photography of the Rendezvous Race!

**Yellowstone Rendezvous Race 2010 | Montana Photo**  
blog.jasonsavagephotography.com  
I was visiting the town of West Yellowstone yesterday amongst the hundreds of others who were competing in the annual Yellowstone Rendezvous Ski Race. Racers come from all over to compete and some as far from Alaska were there.

Yesterday at 8:07am · Comment · Like · Share

 Marianne Britt Duvendack, April Wood and Pat Worthey like this.

**Pat Worthey** Love the Buffalo hat on the boy.... Where can I get one????  
Yesterday at 8:54am · Delete

**Travis Watt** Yellowstone Trading Post. It is the gift shop inside the Yellowstone IMAX Theatre!  
28 minutes ago · Delete


**Pat Worthey** Thanks Travis, Do they have a site I can order from?? I'm many states away from there....  
9 minutes ago · Delete

**Pat Worthey** I just became a fan of the Yellowstone IMAX Theatre, so I will look into the store!!!!  
5 minutes ago · Delete

 Write a comment...

Not just for reporting. For converting.

# Capturing the ROI

 Shorten, share, and track your links

Home | Tools | Pro | Blog

info +

Rendezvous Ski Trail - WebCam





15 Clicks

The bit.ly link [bit.ly/cPxQFc](#) was added by [wyellowstonemt](#)

40 Total Clicks

All clicks on the aggregate bit.ly link [bit.ly/bP1sWG](#) +

Long Link: <http://wyellowstone.com/chamber/rendezvous.html>

Conversations:  Tweets **2**;  Shares **24**, Likes **10**, Comments **10**;  Shares **0**;  Comments on Page **0**; [View All](#)

Locations: United States **14**; Other **1** [View All](#)

Share / Copy Link:

## Conversations

 **Twitter (2)**

[Morningglorycof](#) RT @WYellowstoneMT: April SNOW showers bring June wildflowers here in Yellowstone ski trails. [http://bit.ly/cPxQFc](#)

[WYellowstoneMT](#) April SNOW showers bring June wildflowers here in Yellowstone Country. Fresh snow on the ski trails. [http://bit.ly/cPxQFc](#)

# Capturing the ROI



**West Yellowstone Chamber**

[Remove](#)



**S'mores & Skatin' & Sleddin' in West Yellowstone, Montana**

[www.youtube.com](http://www.youtube.com)

Each month the West Yellowstone Chamber hosts free S'mores for locals and winter visitors. On Valentine's Day evening, everyone met at the skating rink. Locals help build a nice sledding hill for anyone that didn't want to skate. ...



February 17 at 12:52pm · [Comment](#) · [Like](#) · [Share](#)



**Harold Foster** Looks like a lot of fun!!! West always has great events all year long.

February 16 at 2:53pm · [Delete](#)

## Immediate, personal, impactful.



**David Jung** going to west yellowstone was the best vacation we have ever been on

January 25 at 8:31pm · [Comment](#) · [Like](#) · [See Wall-to-Wall](#)



**Paul Ryan Smith** Well, I am over in S. Korea this year with the U.S. Army...but in days gone by I loved snowmobiling up Two Tops and riding all over the back country and trails there from Island Park to W. Yellowstone. Miss that pretty badly this time of year.

January 15 at 11:42am · [Delete](#)



**Dallas Luttmer** We're coming next weekend!!! Can't wait to see you again West!



**Barbara Klesel** You guys do such a great job of letting us know what is happening in town even for those of us who live here. I feel so much better informed. Thanks for the great job!

[January 21 at 8:00pm · Delete](#)



**Harold Foster** Looks like a lot of fun!!! West always has great events all year long.



**Mike Lingard** What can my girlfriend and I do to help the community?

February 7 at 12:26pm · [Comment](#) · [Like](#) · [See Wall-to-Wall](#)



# Laying the Foundation

January 2009

Trip Advisor, Google Maps, Facebook



January 2010

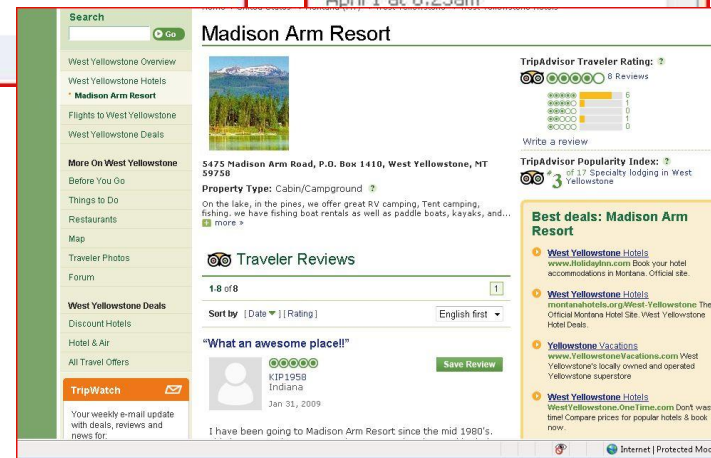
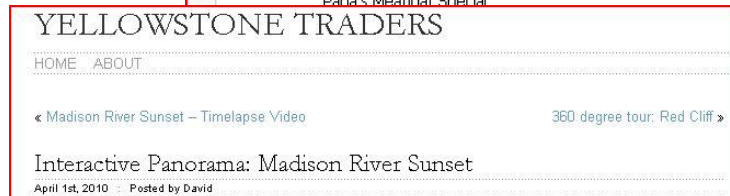
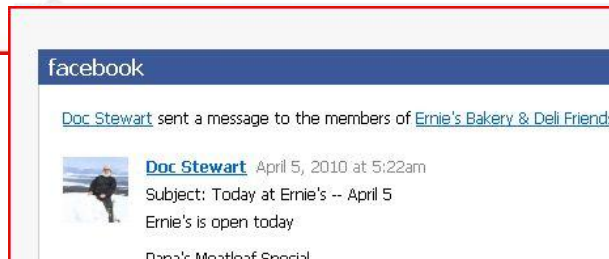
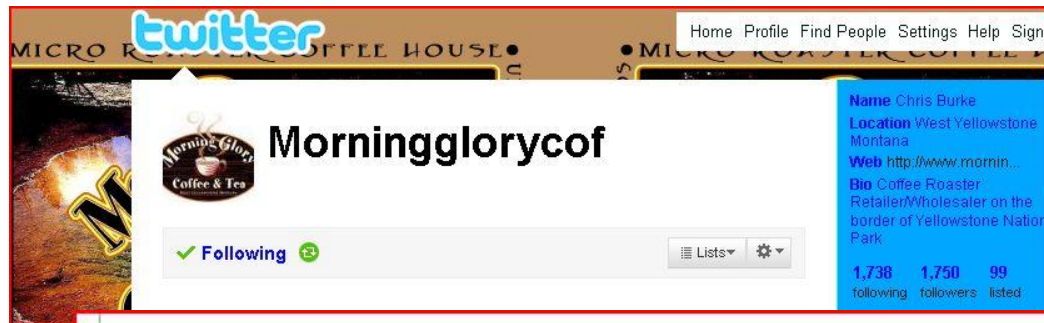
Facebook, Twitter, LinkedIn, Blogs



Next Steps

“Hands-on” class, Tweet-ups, make it ‘viral’

# Community Synergy



Who does what? How do we help each other?

# One year later...

Dramatic increase in TripAdvisor content about West Yellowstone community, activities, local business profiles.

55+ West Yellowstone Facebook “business” pages including: organizations, hotels, motels, cabins, vacation rentals, restaurants, retail, activities, attractions, real estate, even the WY Public Library!

12 active West Yellowstone Tweeter accounts & more each week.

Core group of bloggers focusing on specific activities (fishing, snowmobiling, skiing), photography & video clips